



RESPOND



RECOVER



REIMAGINE



REBUILD



UNITED WAY OF SOUTHERN KENTUCKY

2020

ANNUAL REPORT TO THE COMMUNITY

A LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear Supporters,

This past year was a year unlike any other, with unprecedented challenges for us all. However, in this difficult year, once again the outpouring of support for United Way has been incredible.

Our focus at United Way dramatically changed in mid-March. Immediately upon the realization of COVID-19 taking hold in our area, we started to **respond** to the urgent needs in our community. Calls to our 2-1-1 health and human service referral line dramatically increased. In the early months of the pandemic, our call volume not only increased, but the desperation of callers also increased. Additionally, people who had never needed help in the past were calling to seek help. By the time 2020 closed out, 2-1-1 provided those callers with 14,963 referrals to local services to address their most critical needs.

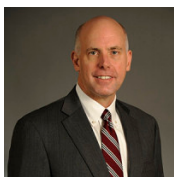
In March we launched a COVID-19 Crisis Fund to help meet the needs related to the pandemic in our community. The fund which reached nearly \$400,000 has been providing support to local agencies that are actively helping people in our community **recover** from the physical, financial, and mental hurdles they are facing due to COVID-19.

As this year continued, we **reimagined** ways to do things and meet urgent needs. We partnered with local parks and recreation departments to help get food boxes delivered to seniors and the immune-compromised. We organized volunteers for local Feeding America food distributions. Then the Day of Caring became a Week of Caring to better serve frontline workers and those who are feeling the impacts of the ongoing pandemic.

And now, we continue to **rebuild**. Not to have the same community we had before, but to build a better community. One that is more compassionate, one that celebrates every person, a community that is even more kind. Our mission statement has always been **to be the leader in bringing together the resources to build a stronger, more caring community**. That mission is more important than ever, and we are only able to do it with your help.

As a new year is upon us, we are grateful for all the ways you continue to give, advocate, and volunteer. We look forward to standing alongside you in 2021 to make a lasting difference.

Best Regards,



TOMMY ADAMS
2019-2020
Chairman of the
Board



DEBBIE HILLS
President & CEO of
United Way of
Southern Kentucky

LEADING THE WAY

WAYS WE DO IT TOGETHER:

GIVE

WORKPLACE CAMPAIGNS

**TOCQUEVILLE SOCIETY,
MAJOR GIVING, &
LEADERSHIP CIRCLE**

ENDOWMENT GIFTS

PLANNED GIVING

IN-KIND SPONSORSHIPS

ADVOCATE

LIVE UNITED DAY

SOCIAL MEDIA

SPEAKERS BUREAU

VOLUNTEER

FEED THE NEED

READ ACROSS AMERICA

DAY OF CARING

ALLOCATIONS TEAMS

COMMITTEES

MOBILIZE RESOURCES

RETIRE UNITED

EMERGING LEADER COUNCIL

WKU STUDENT UNITED WAY

**FUNDED PARTNER
PROGRAMS**



2·1·1

Get Connected. Get Help.™

HERE TO HELP

MEASURES OF IMPACT



8,467

CALLS ANSWERED

14,963

**NONPROFIT
AGENCY REFERRALS**

48,545

**TOTAL MINUTES
ASSISTING CALLERS**

5:44 MINUTES

AVERAGE CALL TIME

SUCCESS STORY

"IN THE SPRING WE (2-1-1) STARTED SEEING AN INCREASED NEED FOR FOOD, SO WE BEGAN WORKING WITH LOCAL AGENCIES TO PROVIDE FOOD BOXES TO SENIORS. WE RECEIVED REGULAR UPDATES FROM ONE 99-YEAR OLD MAN WHO WAS IN NEED. JUST A FEW WEEKS AGO HE CELEBRATED HIS 100TH BIRTHDAY! WE ARE GRATEFUL FOR ALL THOSE WHO SUPPORT 2-1-1 AND HELP MAKE IT POSSIBLE FOR US TO SERVE THE COMMUNITY!"

-APRIL OWENS, 2-1-1 CONTACT CENTER MANAGER

HERE TO RESPOND



MEASURES OF IMPACT

COVID-19 RESPONSE

**LAUNCHED COVID-19
CRISIS FUND -
REACHING \$400,001
IN FUNDS**

FUNDING FOR:
FOOD, HYGIENE, & PPE ITEMS
RENT, MORTGAGE, & UTILITY
ASSISTANCE
TECHNOLOGY SUPPORT

**ORGANIZED
VOLUNTEERS
FOR FOOD
DISTRIBUTIONS**

SOURCING HUNDREDS OF
VOLUNTEERS
VOLUNTEERS HAVE HELPED
DISTRIBUTE 1,000,000 POUNDS
OF FOOD IN WARREN COUNTY
ALONE

**SPREADING THE
WORD ABOUT 2-1-1**

THROUGH PRINTING &
DISTRIBUTING 30,000+ FLYERS
PRINTING & DISTRIBUTING
5,000 POSTCARDS
RADIO & TV INTERVIEWS

HERE TO MAKE A DIFFERENCE



MEASURES OF IMPACT

KINDERGARTEN READINESS

IMAGINATION LIBRARY



6,512

**CHILDREN
RECEIVING
MONTHLY BOOKS**



70,924

**BOOKS MAILED
IN 2020**



18.9%

**INCREASE
IN BOOKS
MAILED**

EARLY CHILDHOOD EDUCATION



800

**EDUCATIONAL
BACKPACKS
DELIVERED TO
CHILDCARE
CENTERS**



7,000

**EDUCATIONAL
CALENDARS
DISTRIBUTED
TO FAMILIES**



650+

**BOOKS COLLECTED
AND GIVEN TO
CHILDCARE
CENTERS**

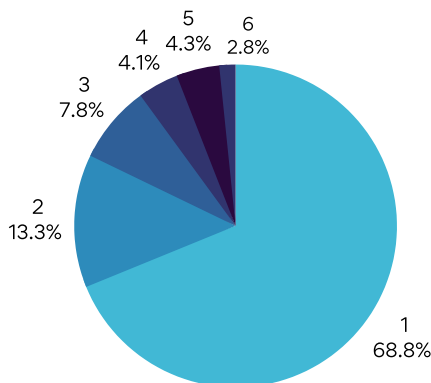
HERE TO INVEST IN
THE FUTURE



THE NUMBERS

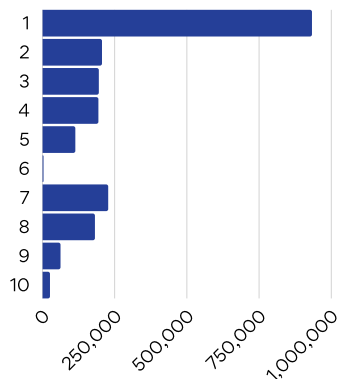
REVENUE: \$2,286,170

- 1) Campaign: \$1,819,462
- 2) COVID-19 Support: \$443,009
 - Crisis Fund: \$389,009
 - 2-1-1 Grants: \$45,000
- 3) Early Childhood Education: \$259,147
- 4) 2-1-1 Center: \$135,875
- 5) Other: \$143,425
- 6) Special Events: \$53,914



EXPENDITURES: \$2,127,756

- 1) Fund Distributions: \$932,055
United Way impacts critical issues led by community volunteers.
- 2) 2-1-1 Contact Center: \$204,531
The 2-1-1 contact center which is hosted by United Way of Southern Kentucky provides callers or those texting with health and human service referrals.
- 3) Early Childhood Education: \$193,600
United Way has set a bold goal of increasing the number of children who are ready for kindergarten.
- 4) Community Impact: \$192,105
United Way invests in continuous learning and support from the community that aids the identification and resolution of community problems that impact quality of life and ensures that programs are meeting the most critical needs.
- 5) COVID-19 Fund Distributions: \$112,194
United Way impacts critical issues led by community volunteers.
- 6) Volunteer Programs: \$1,991
United Way organizing and mobilizing volunteers to serve the community.



SUPPORTING SERVICES: \$471,280

- 7) Management and General: \$226,035
Includes investments in infrastructure and operations.

8) Fundraising: \$180,085

Fundraising expenses include any costs incurred in the process of or with the intent of asking potential donors to contribute funds, material, or time. This investment saves fundraising overhead expenses for numerous nonprofits. The Better Business Bureau states that charities should spend no more than 35% on fundraising.

- 9) Marketing: \$60,844
- 10) UWW Dues: \$24,316

Financial data is for fiscal year 2020 (July 2019- June 2020)

United Way's 990 tax form and annual audit are available for review at www.uwsk.org

OUR MISSION

**TO BE THE LEADER IN BRINGING TOGETHER THE
RESOURCES TO BUILD A STRONGER, MORE
CARING COMMUNITY.**

OUR VISION

**A SOUTHERN KENTUCKY WHERE ALL
RESIDENTS ARE EDUCATED, HEALTHY, AND
FINANCIALLY STABLE.**

CONTACT US:

ADDRESS: 1110 COLLEGE STREET
BOWLING GREEN, KY 42101

PHONE: 270-843-3205

WEBSITE: UWSK.ORG

EMAIL: INFO@UWSK.ORG

LIVE UNITED

**United
Way**



United Way of Southern Kentucky